



**DEVELOPMENT  
SERVICES  
DEPARTMENT**

# The City of Morgantown

389 SPRUCE STREET  
MORGANTOWN, WEST VIRGINIA 26505  
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[www.morgantownwv.gov](http://www.morgantownwv.gov)

August 20, 2015

Paradigm Architecture, Inc.  
c/o Grant Gramstad  
2450 Valleydale Road, Suite 150  
Morgantown, WV 26501

**RE: V15-50 / Paradigm Architecture, Inc. / 2 Waterfront Place  
Tax Map 37A, Parcel 3.1**

Dear Mr. Gramstad,

This letter is to notify you of the decision made by the Board of Zoning Appeals concerning the above referenced variance petition for variance relief from Article 1369 as it relates to signage at 2 Waterfront Place.

The decision is as follows:

**Board of Zoning Appeals, August 19, 2015:**

1. Each of the Findings of Fact was found in the positive as stated in Addendum A of this letter.
2. The Board approved Case No. V15-50 granting variance relief from Article 1369.07(I)(1) for 400 square feet for the three (3) proposed *Morgantown Marriott at Waterfront Place* hotel wall signs; a 19.6 square foot variance for the proposed *Starbucks* wall sign; and, a 38.5 square foot variance for the *Bourbon Prime Restaurant* wall sign.
3. That variance relief from Article 1369.08(B) was granted from the opacity, illumination, and sign material standards set forth under Article 1369.08(B) for the B-4 District as requested.

This decision may be appealed to the Circuit Court of Monongalia County within thirty (30) days. Any work done relating to decisions rendered by the Board of Zoning Appeals during this thirty-day period is at the sole financial risk of the petitioner.

The above referenced approval is set to expire in twelve (12) months unless you can demonstrate that it has been activated as evidenced by permits, construction, or required licenses. This expiration deadline may be extended to eighteen (18) months upon prior written request of the Board. Please note that sign and building permits must be obtained prior to the commencement of work for which variance relief was granted herein.

Please note that building permits must be issued prior to the commencement of work for which variance approvals were granted herein.

Should you have any questions or require further clarification, please contact the undersigned. We look forward to serving your plans review and permitting needs.

Respectfully,

Stacy Hollar  
Executive Secretary

**ADDENDUM A – Approved Findings of Fact  
V15-50 / Paradigm Architecture, Inc. / 2 Waterfront Place**

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**Finding of Fact No. 1** – The variance will not adversely affect the public health, safety or welfare, or the rights of adjacent property owners or residents, because:

Monument sign: a 96” high sign should not affect visibility to this entrance any more than a 72” high sign given the fact the traffic signal reduces the need for an extended site line. Additionally, the proposed ground sign will be located below the grade of a four-lane, higher speed road. Wall signs: the number of wall signs and area appears to be consistent with what might be expected at a hotel, a Starbucks and restaurant at the scale of the subject building. Plus, two of these signs are about 160 feet above the street, so they would not be competing with or adding confusion to the ground level signs.

**Finding of Fact No. 2** – The variance arises from special conditions or attributes which pertain to the property for which a variance is sought and which were not created by the person seeking the variance, because:

Because of the length of the name on the monument sign “Morgantown Marriott at Waterfront Place” the sign needs to be taller and larger in area to accommodate the text and be visible to the motoring traffic along the four-lane University Avenue. It appears Marriott Hotel needs visibility down each direction of University Avenue for the benefit of the motoring traffic and so they need large signs at the top of the building which significantly adds to the overall total area of the signage. Additionally, the proposed signs for *Starbucks* and *Bourbon Prime Restaurant* are approximately 125 feet from the closest south bound lane on University Avenue.

**Finding of Fact No. 3** – The variance will eliminate an unnecessary hardship and permit a reasonable use of the land, because:

It appears the Marriott Hotel needs visibility down each direction of University Avenue for the benefit of the motoring traffic and so they need large signs at the top of the building, which significantly adds to the overall total area of the signage. Also, there needs to be signage for both the Starbucks and hotel’s Bourbon Prime Restaurant so that patrons can easily identify where to enter, which would otherwise be unattainable with sign dimensions, materials, and lighting at the pedestrian scales desired by the B-4 District sign regulations.

**Finding of Fact No. 4** – The variance will allow the intent of the zoning ordinance to be observed and substantial justice done, because:

The number of wall signs and their area appears to be consistent with what might be expected at a hotel, a Starbucks and restaurant at the scale of the subject building. Plus, two of these signs are about 160 feet above the street so they would not be competing with or adding confusion to the ground level signs. The area, material, and lighting requirements for signs in the B-4 District do not appear to efficaciously further desired pedestrian-scaled commercial messaging of a 15-story building located approximately 125 feet from a four-lane, higher speed road.